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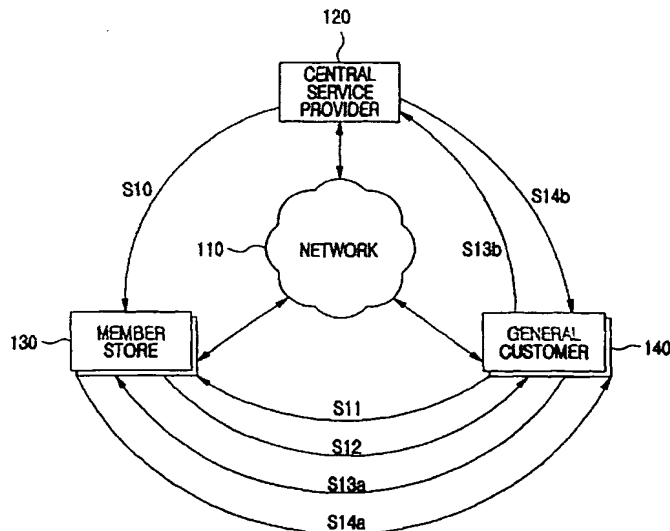
(71) Applicant and  
(72) Inventor: SHIN, Yong-Gyun [KR/KR]; A-301 Woo-jinvilla, 166 Hyoseong 1-dong, Gyeyang-gu, Incheon 407-829 (KR).

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(74) Agents: LEE, Sang-Yong et al.; 4F., Byukcheon Bldg., 1597-5, Seocho-dong, Seocho-gu, Seoul 137-876 (KR).

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(54) Title: BUSINESS METHOD FOR JOIN ADVERTISEMENT OF MEMBER STORES USING DICOINT, THANKS COUPON AND LOTTERY TICKET



(57) Abstract: Disclosed is a business method for join advertisement of member stores using advertisement materials such as discount/thanks coupons and lottery tickets, including the steps of: distributing the advertisement materials, made in a bundle by a publicity center of a central service provider managing the member stores, to each member store; distributing the advertisement materials to customers freely; the customer utilizing service recorded on the advertisement material with keeping the advertisement material; and determining a winning number of the advertisement materials and executing specific thanks event to a customer who possesses an advertisement materials having a winning number. Accordingly, this business method prevents duplicate and consumptive publicity by each member store and maximizes advertisement effects.

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